

Summer Sizzler- Grand Rapids

DATE: Sunday, August 17, 2025
LOCATION: Grand Rapids, Michigan, US

Event Description

Summer Sizzler- Grand Rapids is a premier sports event in Grand Rapids. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 34/100

Expected Attendance: 158 people

Event ID: 7B4Q5GovV7RgFGMBGq

Hotel Demand Indicators

ADR Impact Index: 4.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 63 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.

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